

BIRD

Rugs and Floor Coverings



Fall Supplement

P A T T E R N S F O R 1 9 4 0

BIRD *Presents for Fall* **1940**

THREE complete lines styled up to every need—the latest style trends.

Sound product development has made Bird & Son, inc. an outstanding manufacturer for nearly a century and a half. Other well-known Bird quality products are:

BIRD MASTER-BUILT SHINGLES

**BIRD ASPHALT ROOFINGS
AND BUILDING PAPERS**

**BIRD ASPHALT MINERAL
SURFACED SIDINGS**

BIRD-FIBRE WOOD FRAME CASES

**BIRD SOLID FIBRE AND
CORRUGATED SHIPPING CONTAINERS**

BIRD SHOE CARTONS

BIRD PAPER FLOWER POTS

BIRD INDEX PRESSBOARD



BIRD & SON, INC.

Established 1795

EAST WALPOLE, MASS.

NEW YORK

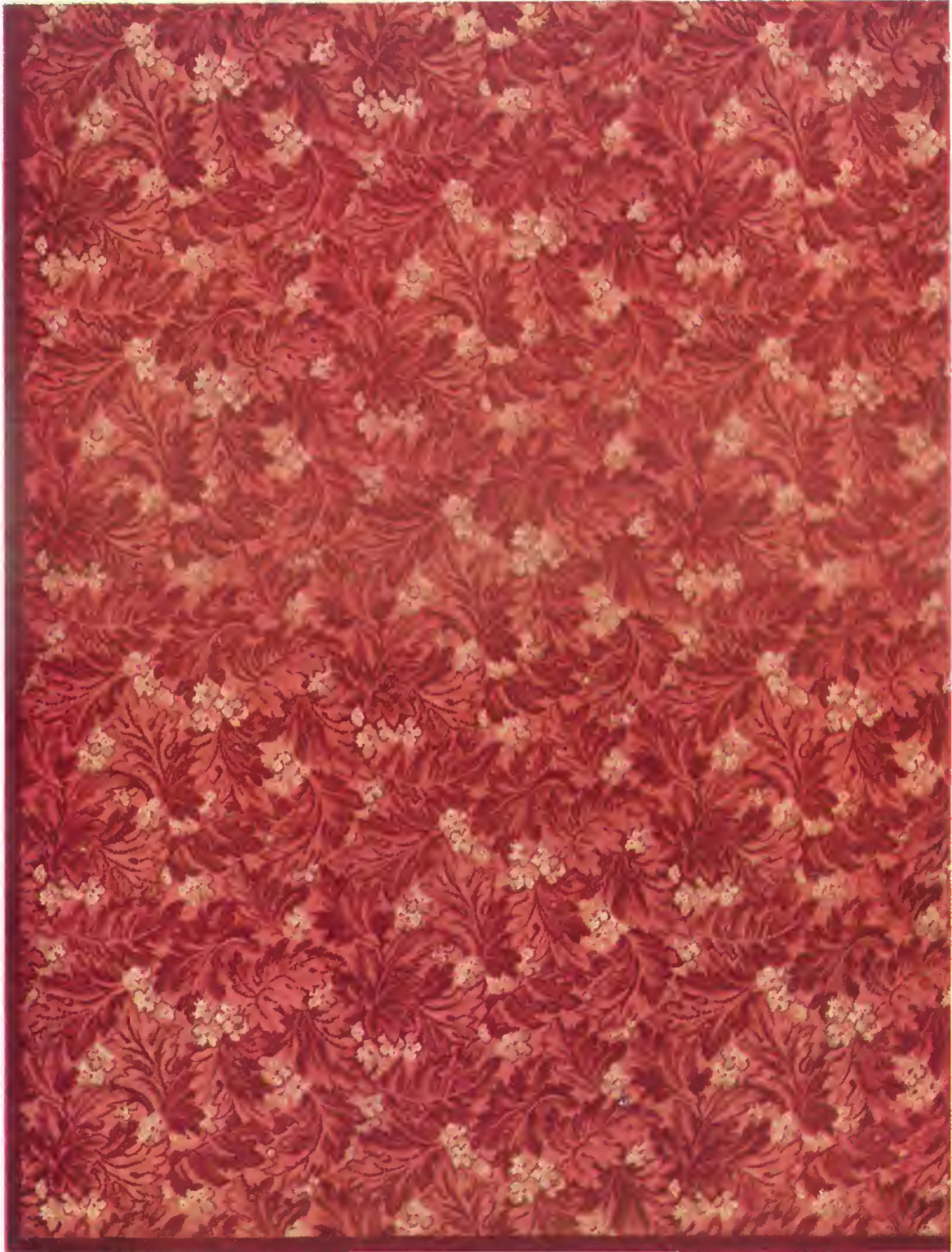


SHREVEPORT, LA.



CHICAGO

BIRD CHROMALIN



No. 9635

sizes: 9x12, 9x10½, 7½x9, 6x9,

Repeat 36"

BIRD CHROMALIN



No. 9630

sizes: 9x12, 9x10½, 7½x9, 6x9,

Repeat 36"

BIRD CHROMALIN



No. 9623

sizes: 9x12, 9x10½, 7½x9, 6x9,

Repeat 18"

BIRD CHROMALIN

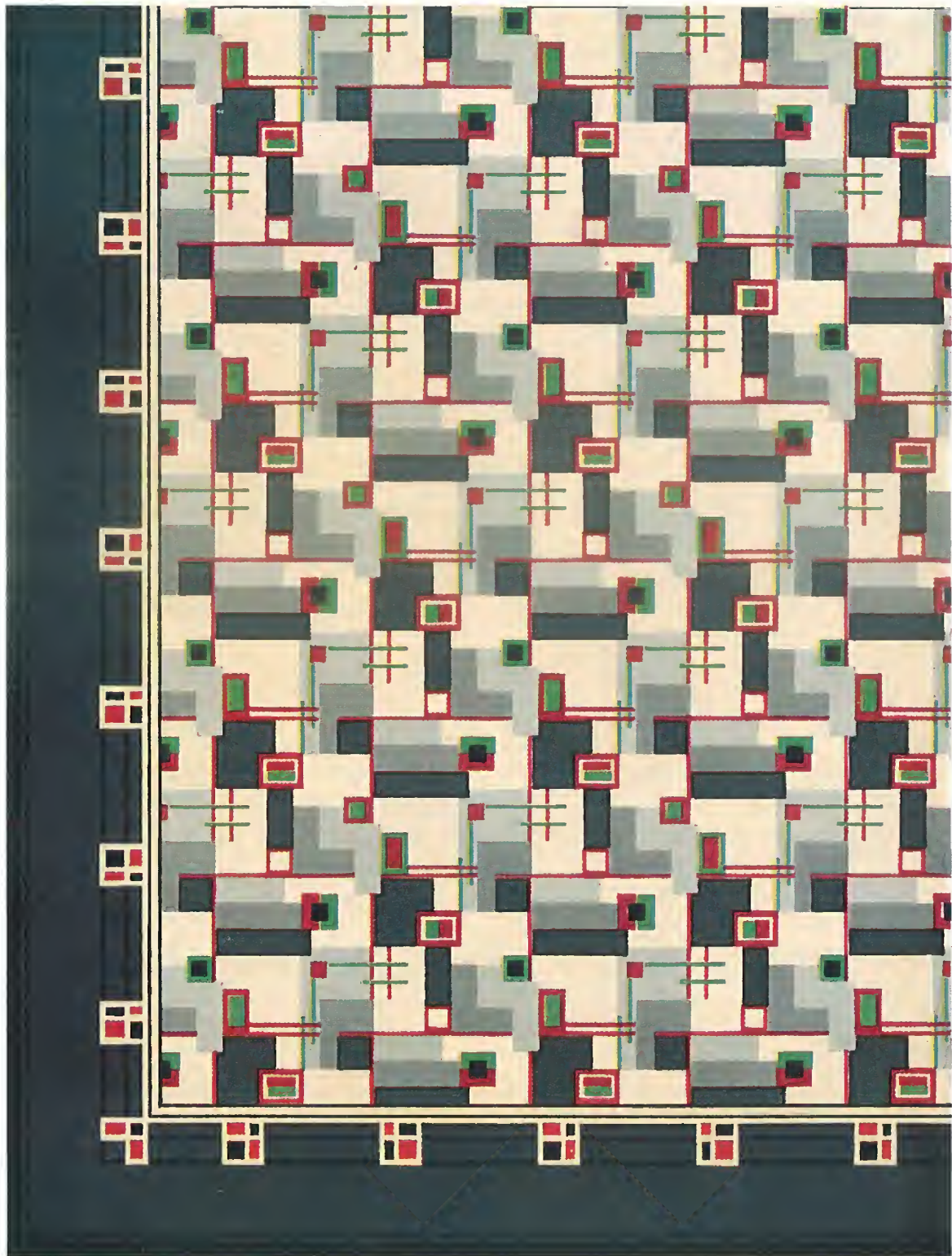


No. 9621

sizes: 9x12, 9x10½, 7½x9, 6x9,

Repeat 18"

BIRD CHROMALIN



No. 9585

sizes: 9x12, 9x10½, 7½x9, 6x9.

also 8/4 and 12/4

Repeat 18"

BIRD CHROMALIN



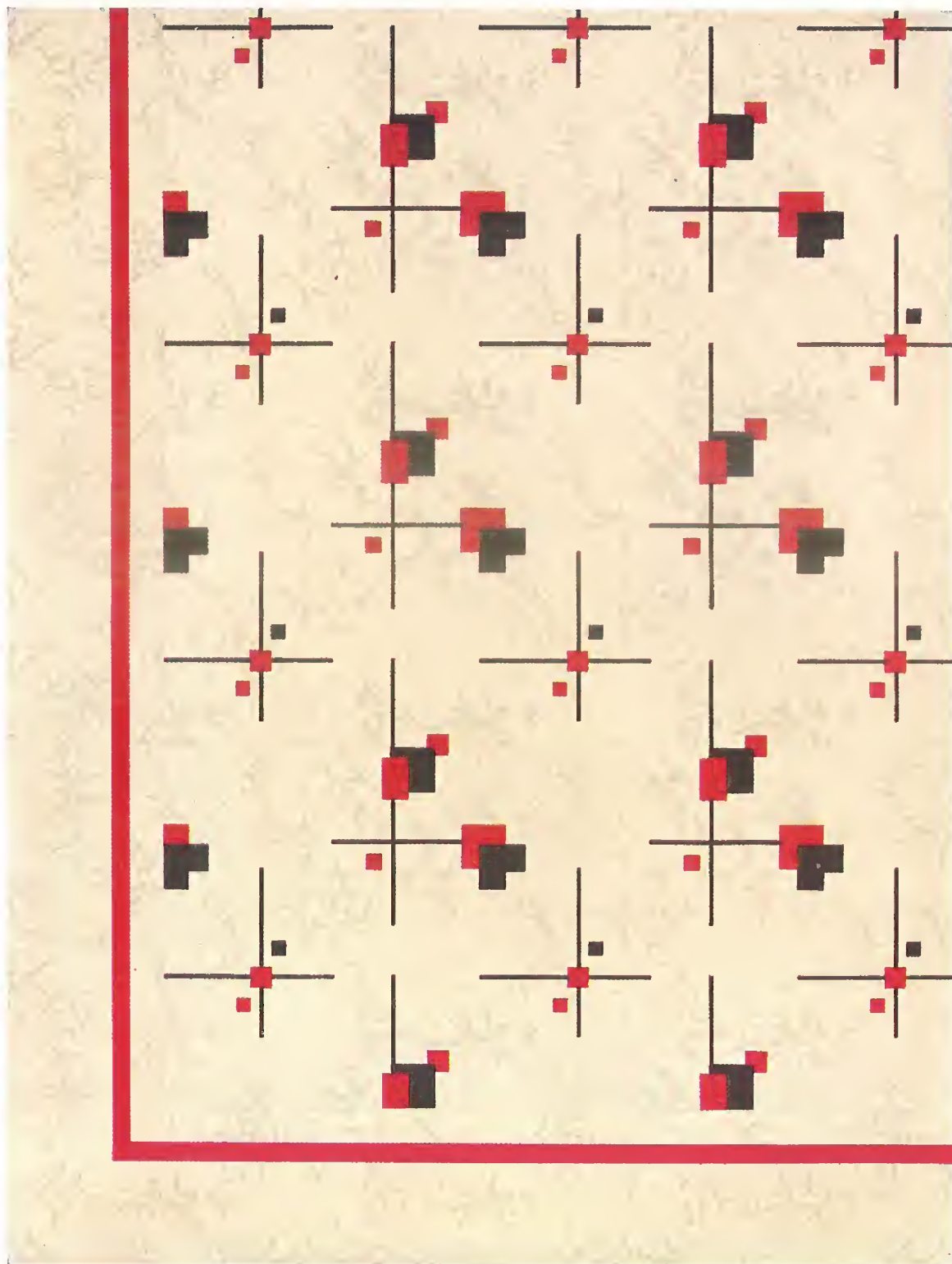
No. 9581

sizes: 9x12, 9x10½, 7½x9, 6x9,

also 8/4 and 12/4

Repeat 18"

BIRD CHROMALIN



No. 9556

sizes: 9x12, 9x10½, 7½x9, 6x9,

also 8/4 and 12/4

Repeat 18"

BIRD CHROMALIN



No. 9551

sizes: 9x12, 9x10½, 7½x9, 6x9,

also 8/4 and 12/4

Repeat 18"

BIRD CHROMALIN

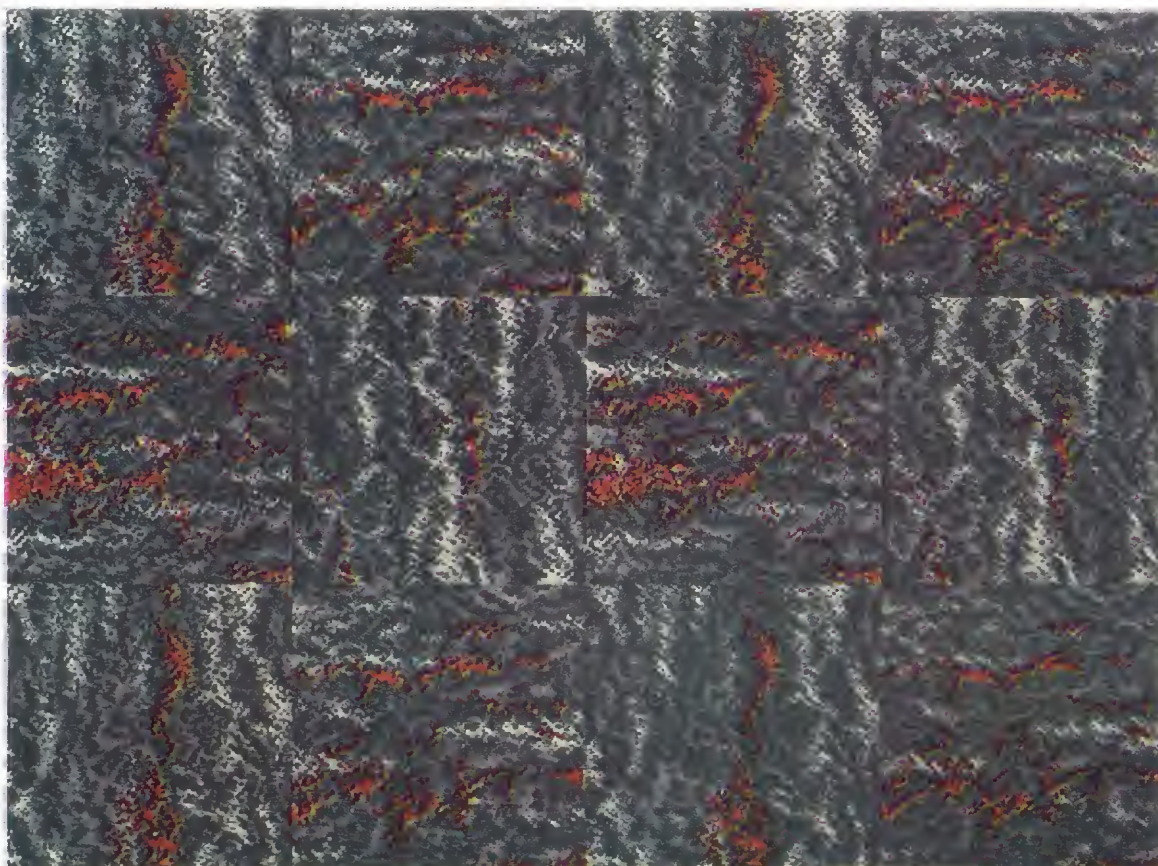
Offers

Quality

- 1—Wears like standard gauge inlaid linoleum.
- 2—Highly resistant to alkalis, alcohol, ammonia, range oil, fuel oil, cooking grease and fats.
- 3—Easy to clean as a china cup. Dust and dirt can be easily wiped off. Chromalin doesn't collect grime because it is non-fibrous. Its satin smooth mastic is highly impenetrable.

Styling

- 1—Eight new rug patterns and eleven new yard goods patterns embodying the newest, most successful trends in floor coverings. Accented cross-directional marbleization, shaded overlays, all-over marbled backgrounds, and florals. Accent colors are softly blended.
- 2—New satin smooth finish perfected by BIRD Research Laboratories. Beautiful, smooth surfacing with plenty of eye-appeal.
- 3—Clean-cut pattern definition.
- 4—New color blending, new color simplicity, new color brightness and sparkle.



BIRD CHROMALIN



No. 664

2 yds. wide, 8/4 only

Repeat 18"



No. 663

2 yds. wide, 8/4 only

Repeat 18"



No. 661

2 yds. wide, 8/4 only

Repeat 18"

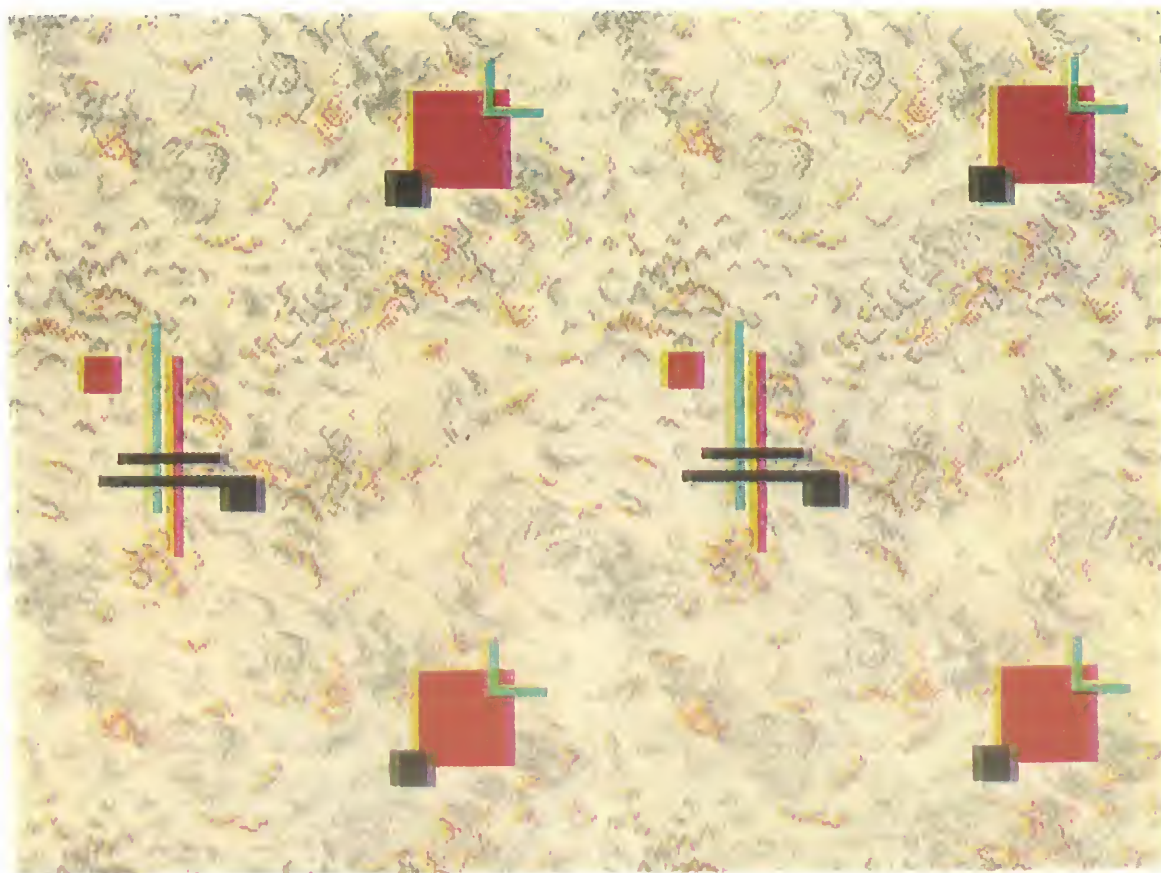


No. 660

2 yds. wide, 8/4 only

Repeat 18"

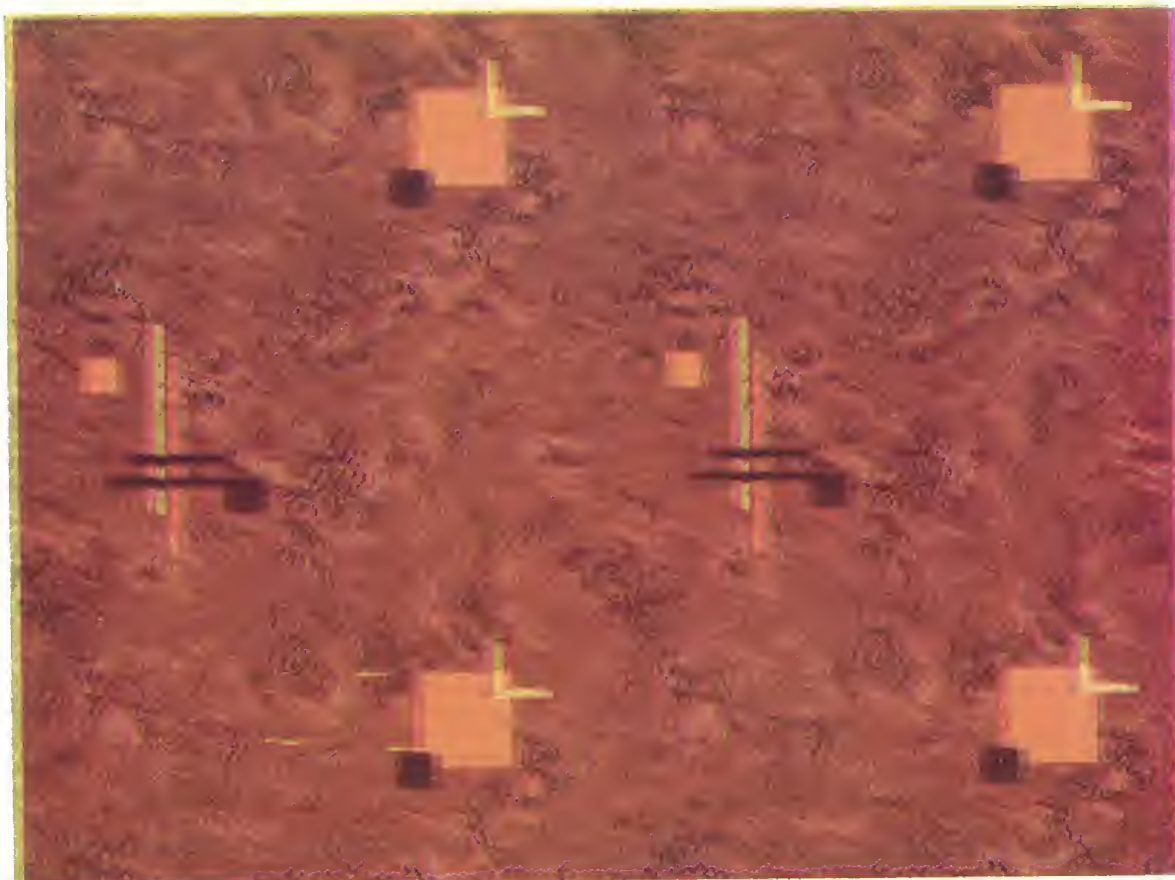
BIRD CHROMALIN



No. 656

2 yds. wide, 8/4 only

Repeat 18"

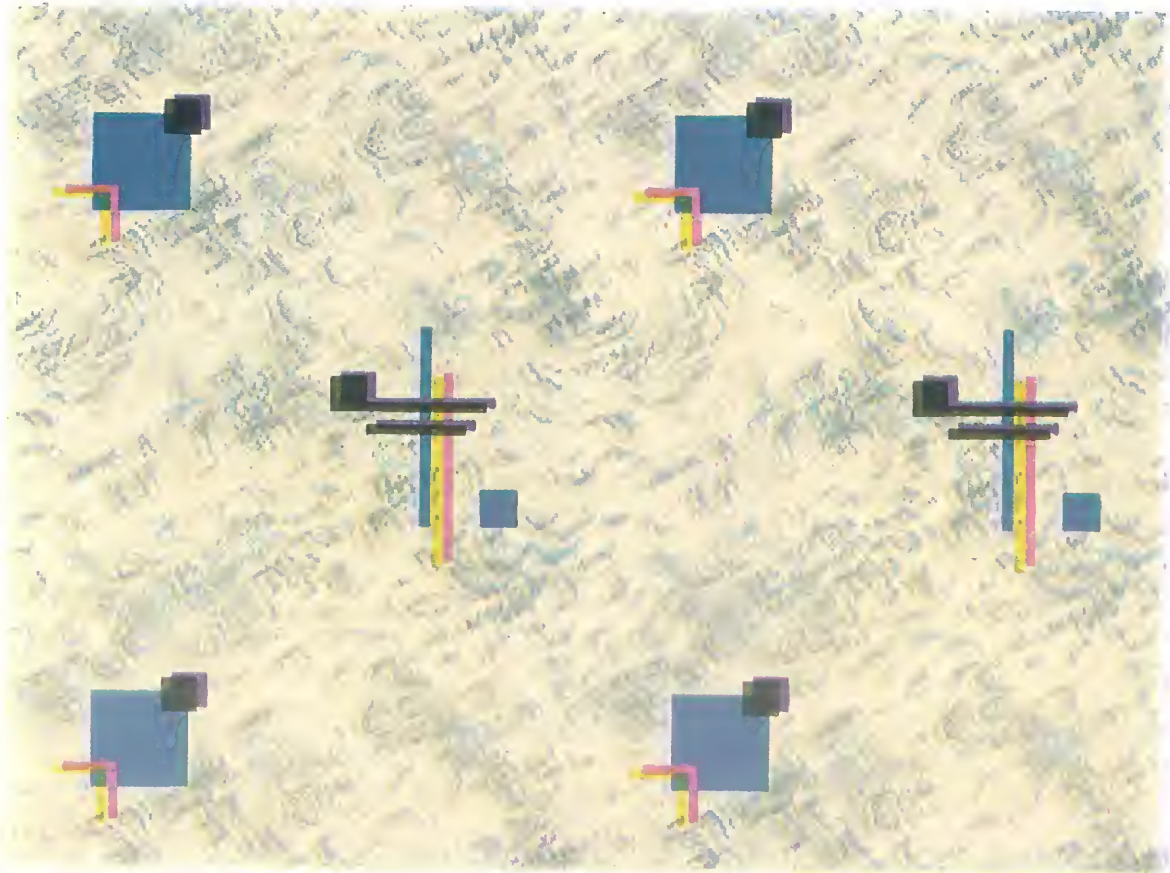


No. 655

2 yds. wide, 8/4 only

Repeat 18"

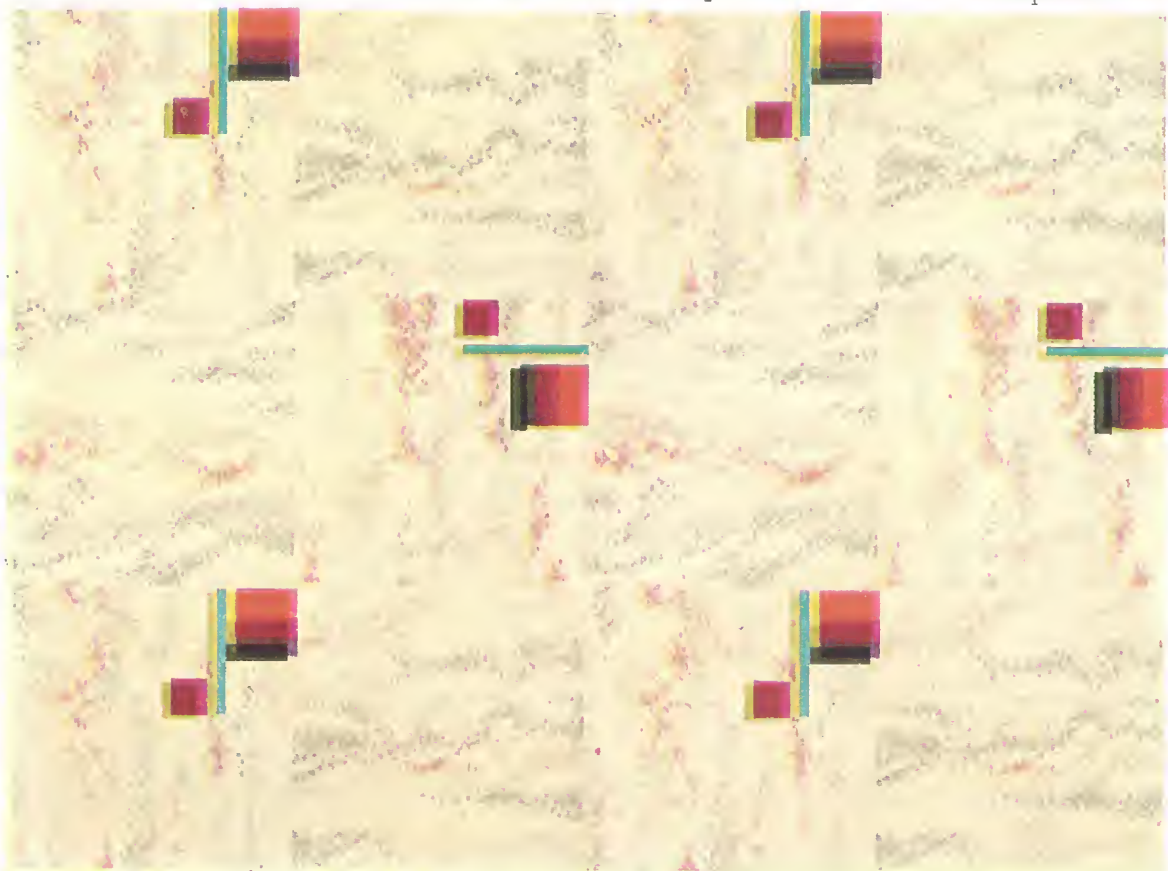
BIRD CHROMALIN



No. 653

2 yds. wide, 8/4 only

Repeat 18"



No. 645

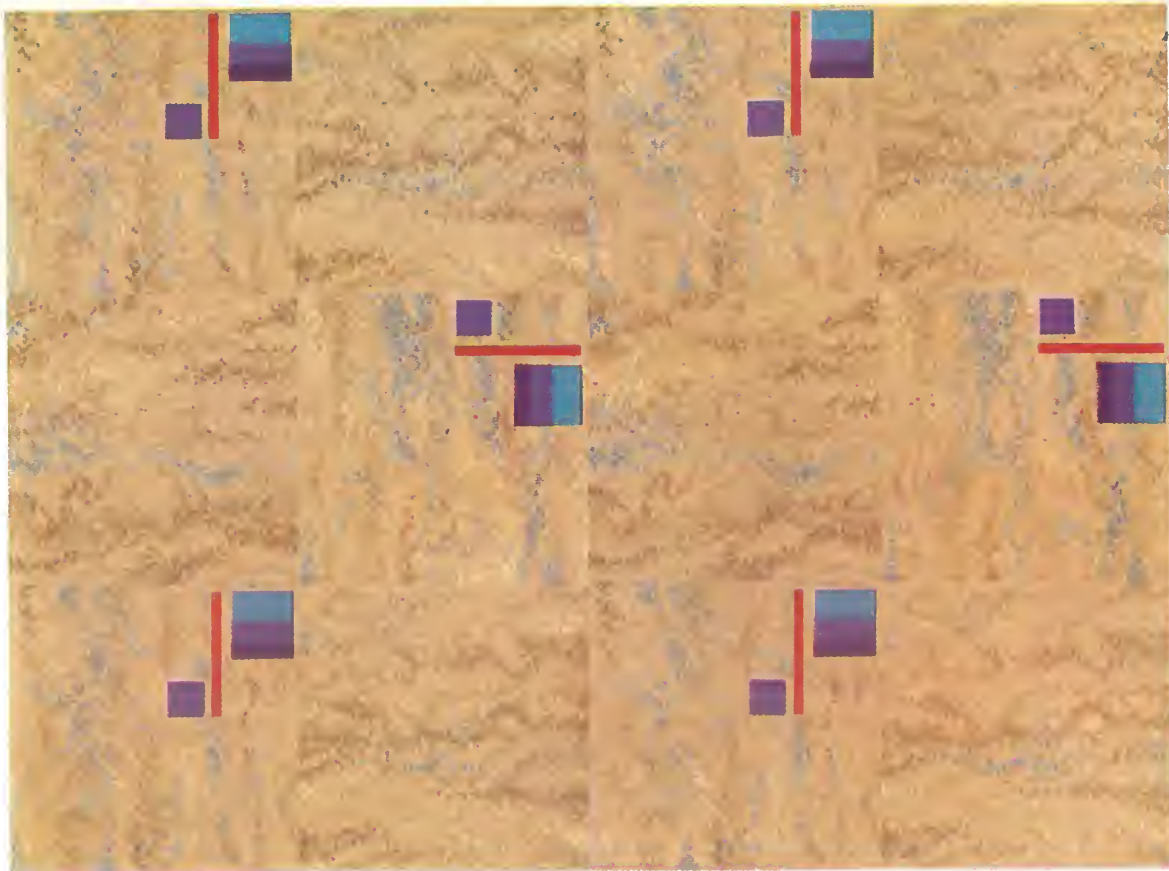
2 yds. wide, 8/4

No. 0645

3 yds. wide, 12/4

Repeat 18"

BIRD CHROMALIN



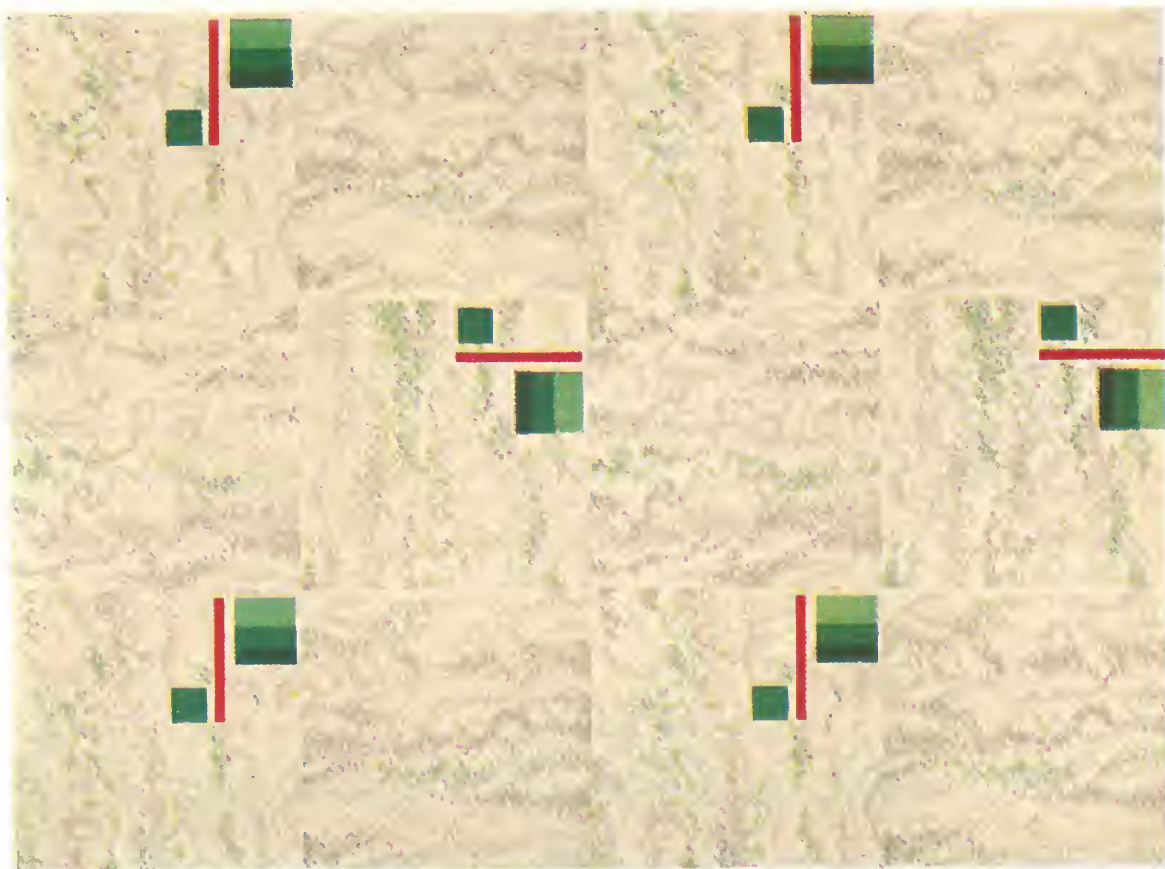
No. 643

2 yds. wide, 8/4

No. 0643

3 yds. wide, 12/4

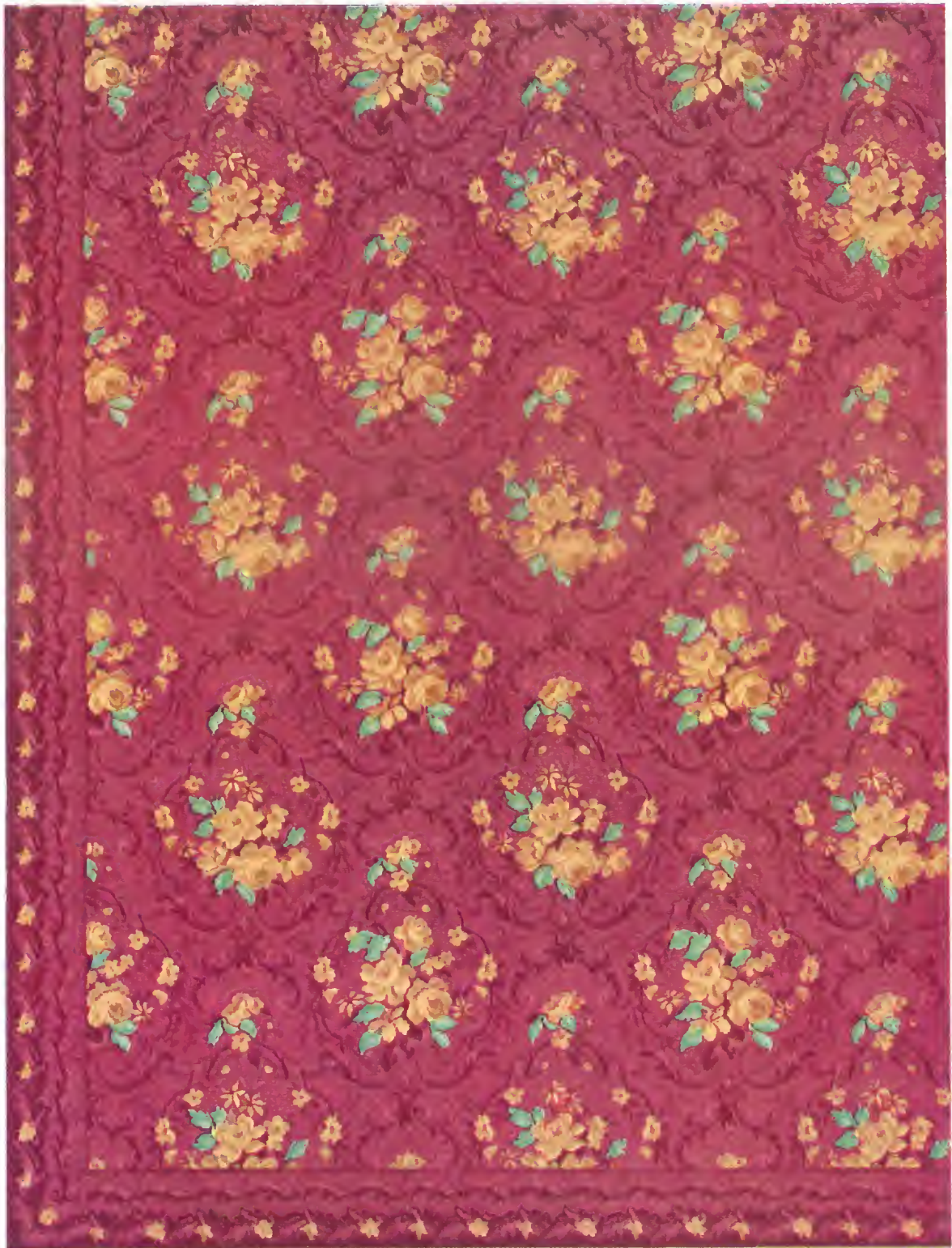
Repeat 18"



No. 640

2 yds. wide, 8/4 only

Repeat 18"



No. 6995

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

Repeat 18"

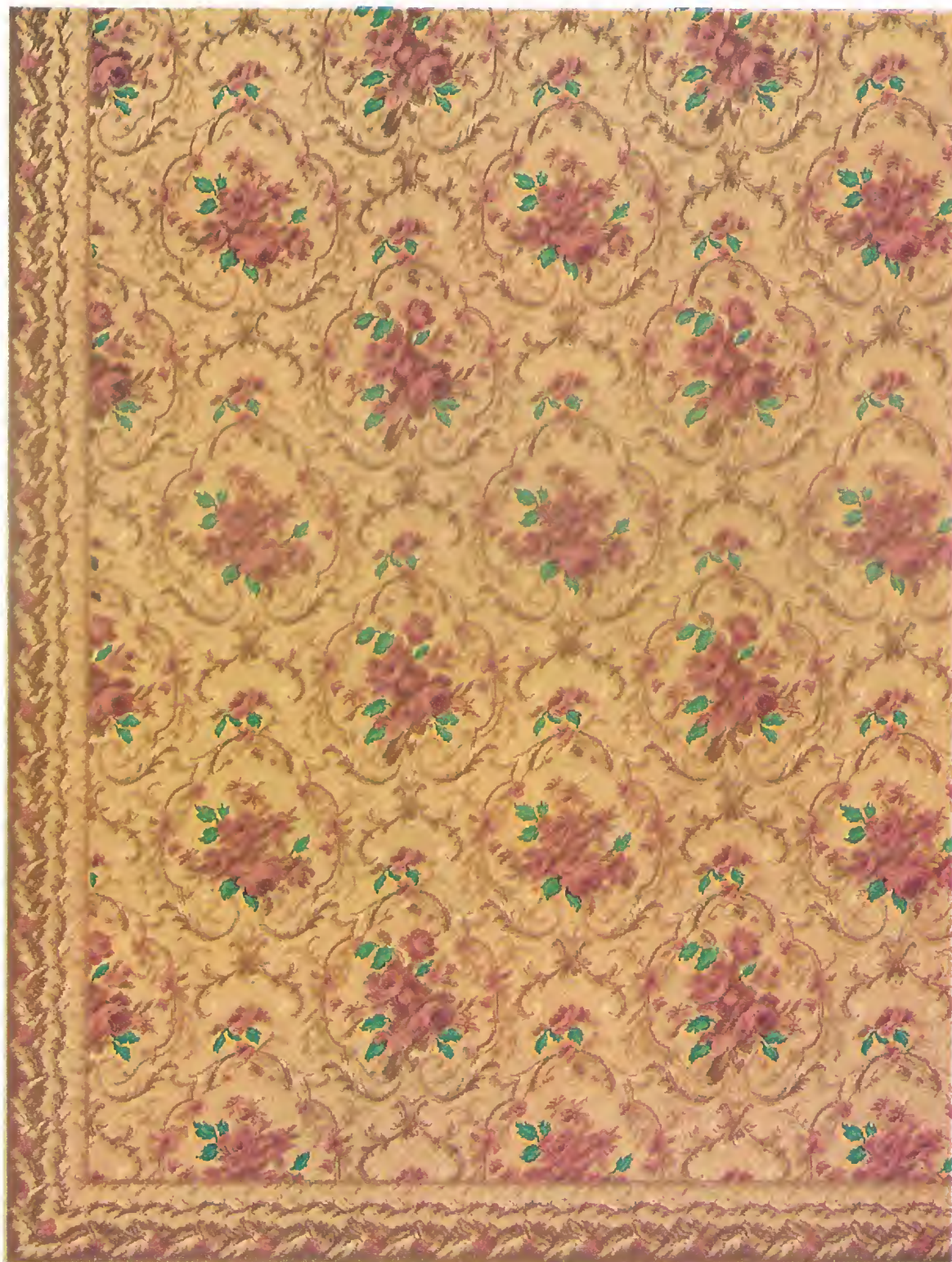


No. 6993

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

Repeat 18"

BIRD ARMORLITE



No. 6991

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9.

Repeat 18"

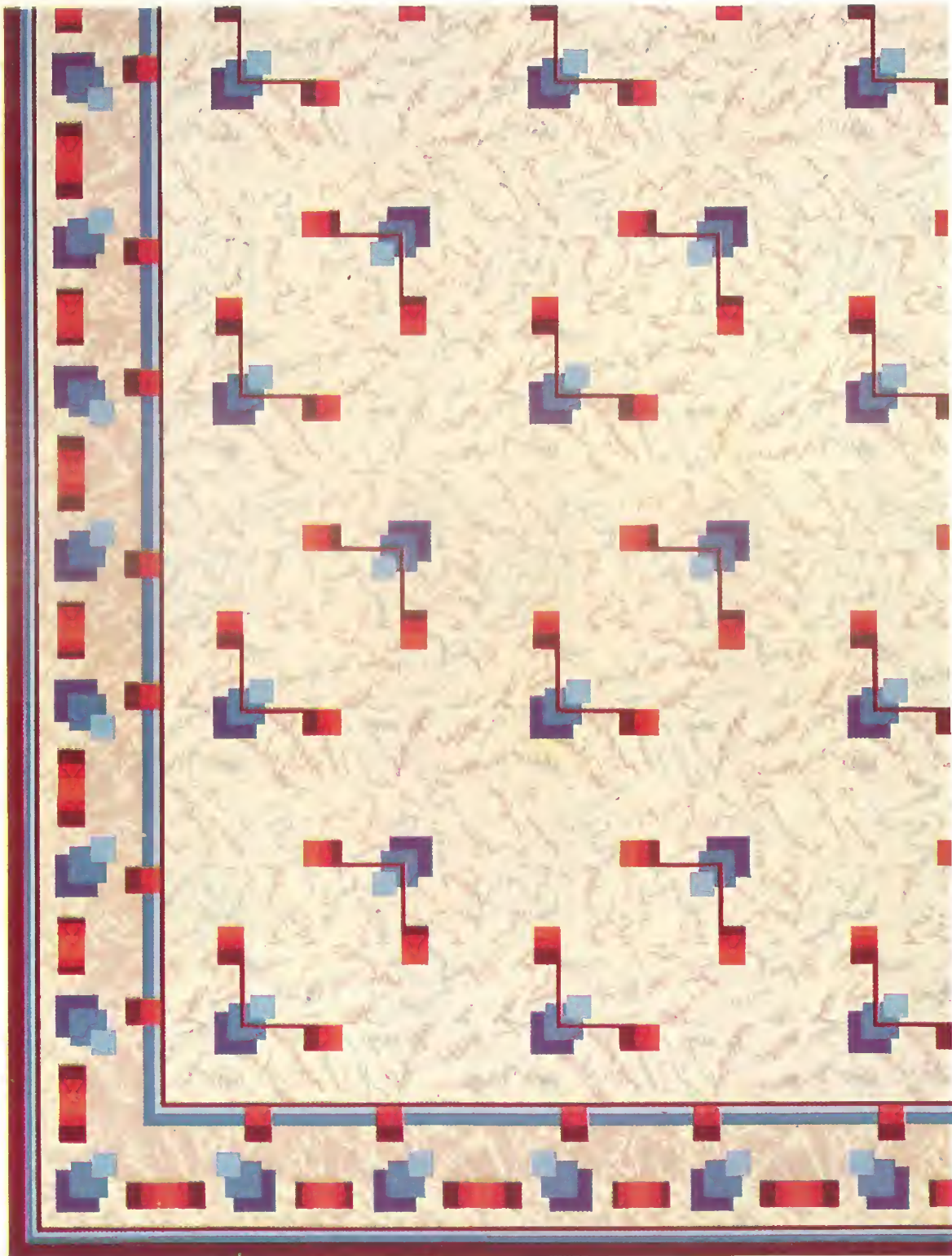


No. 6920

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

Repeat 18"

BIRD ARMORLITE



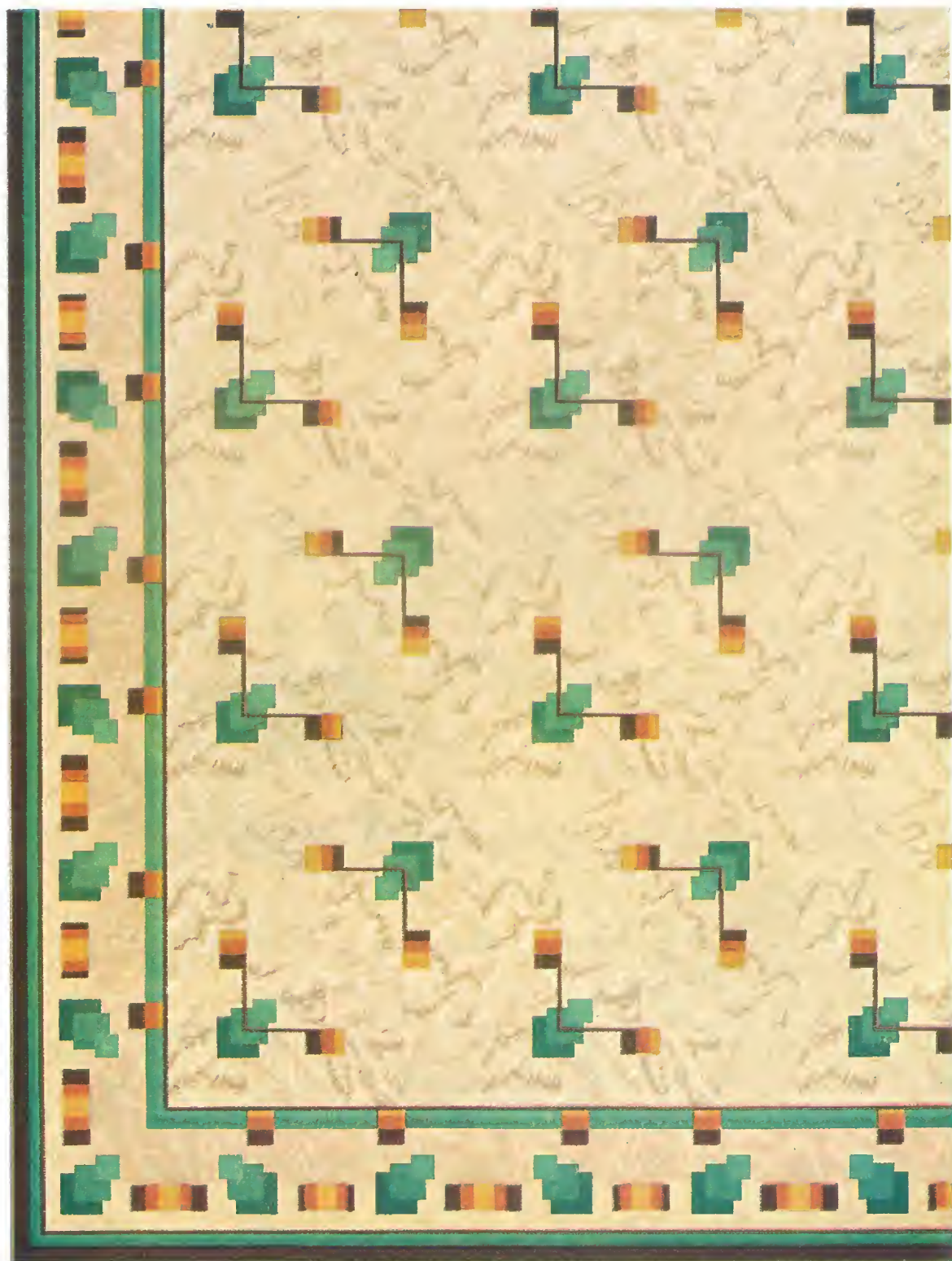
No. 6023

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

also 8/4 and 12/4

Repeat 18"

BIRD ARMORLITE



No. 6021

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

also 8/4 and 12/4

Repeat 18"



No. 3851

2 yds. wide, 8/4 only

Repeat 18"



No. 3035

2 yds. wide, 8/4

No. 1035

3 yds. wide, 12/4

Repeat 18"

BIRD ARMORLITE



No. 3031

2 yds. wide, 8/4

No. 1031

3 yds. wide, 12/4

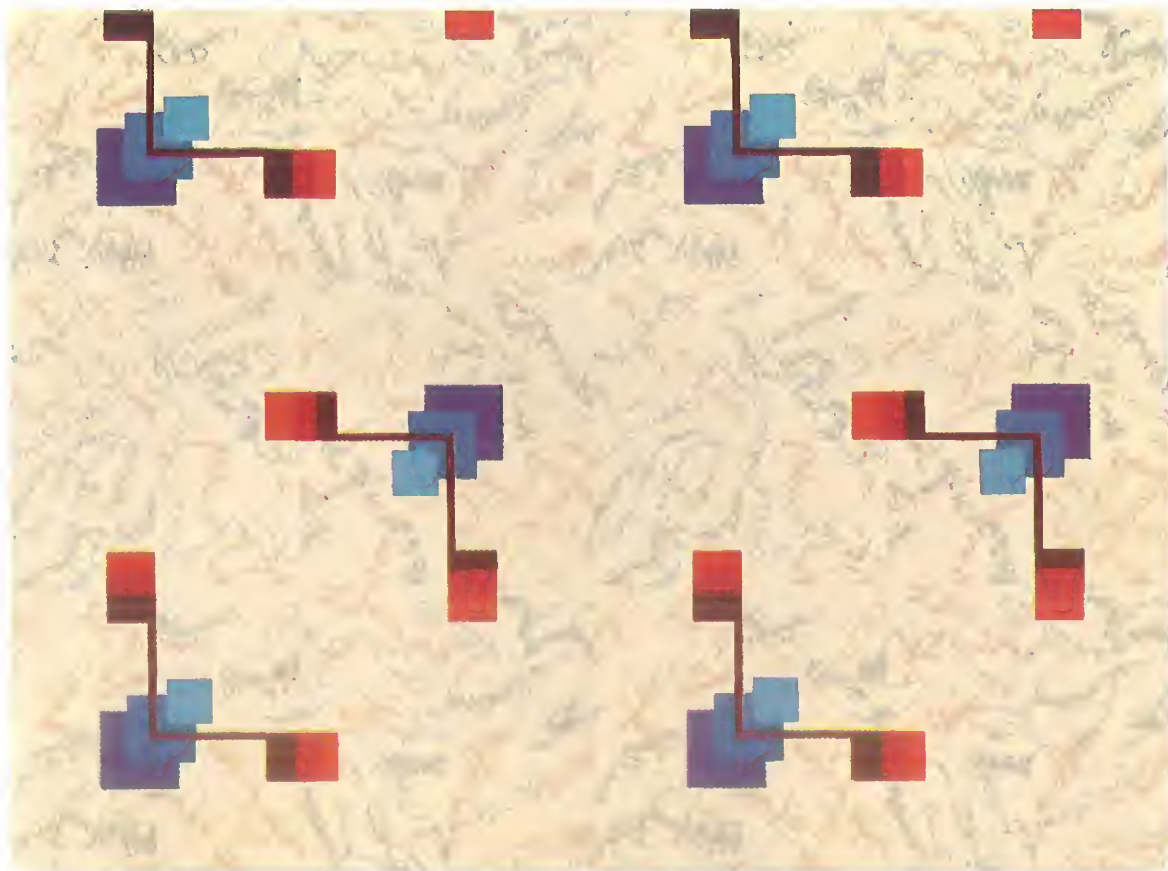
Repeat 18"



No. 3030

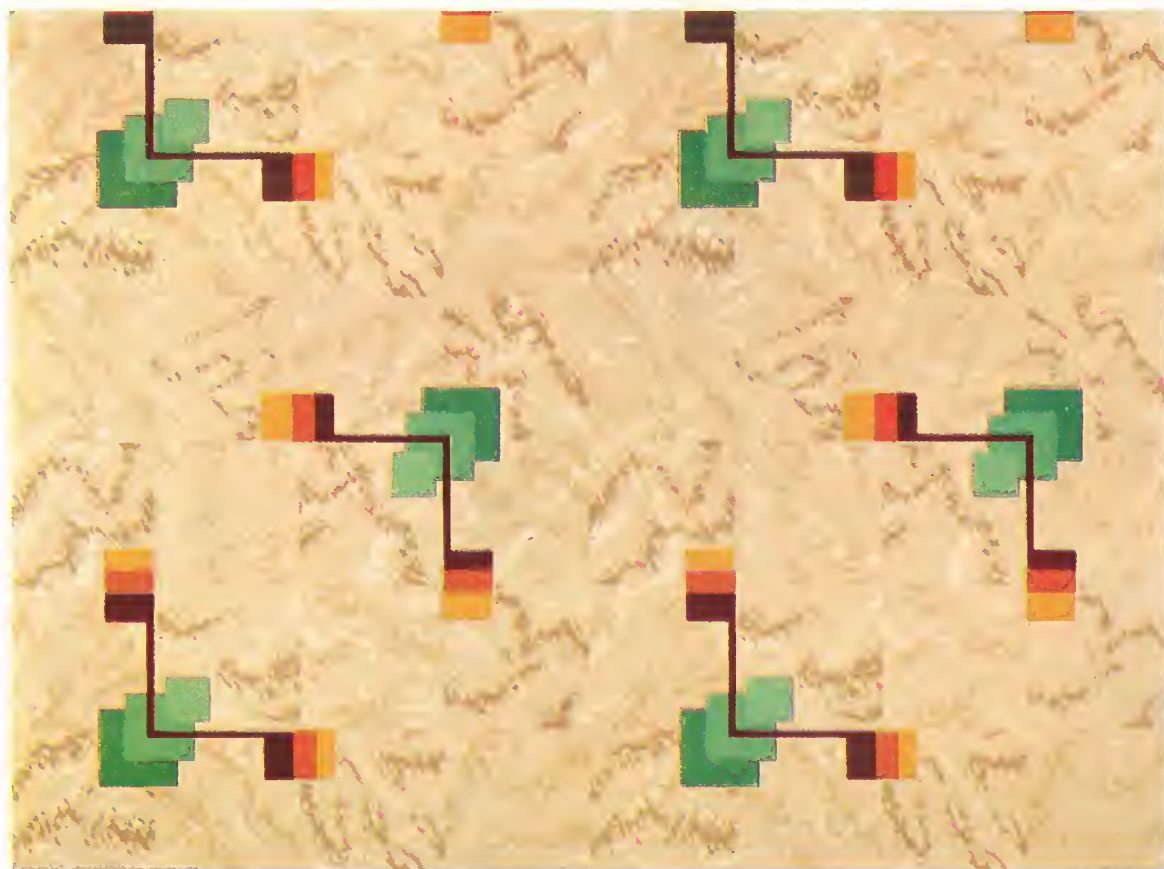
2 yds. wide, 8/4 only

Repeat 18"



No. 3023 2 yds. wide, 8/4

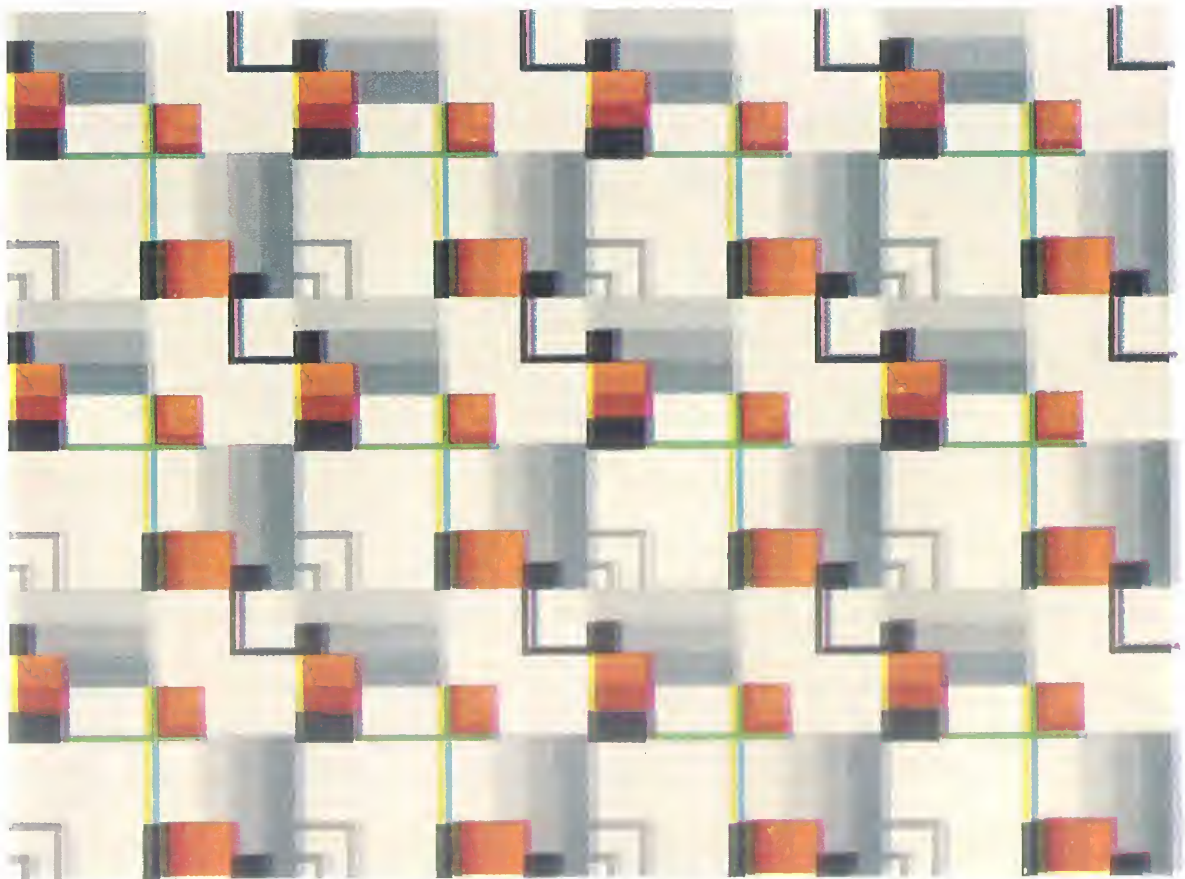
No. 1023 3 yds. wide, 12/4 rugs also Repeat 18"



No. 3021 2 yds. wide, 8/4

No. 1021 3 yds. wide, 12/4 rugs also Repeat 18"

BIRD ARMORLITE



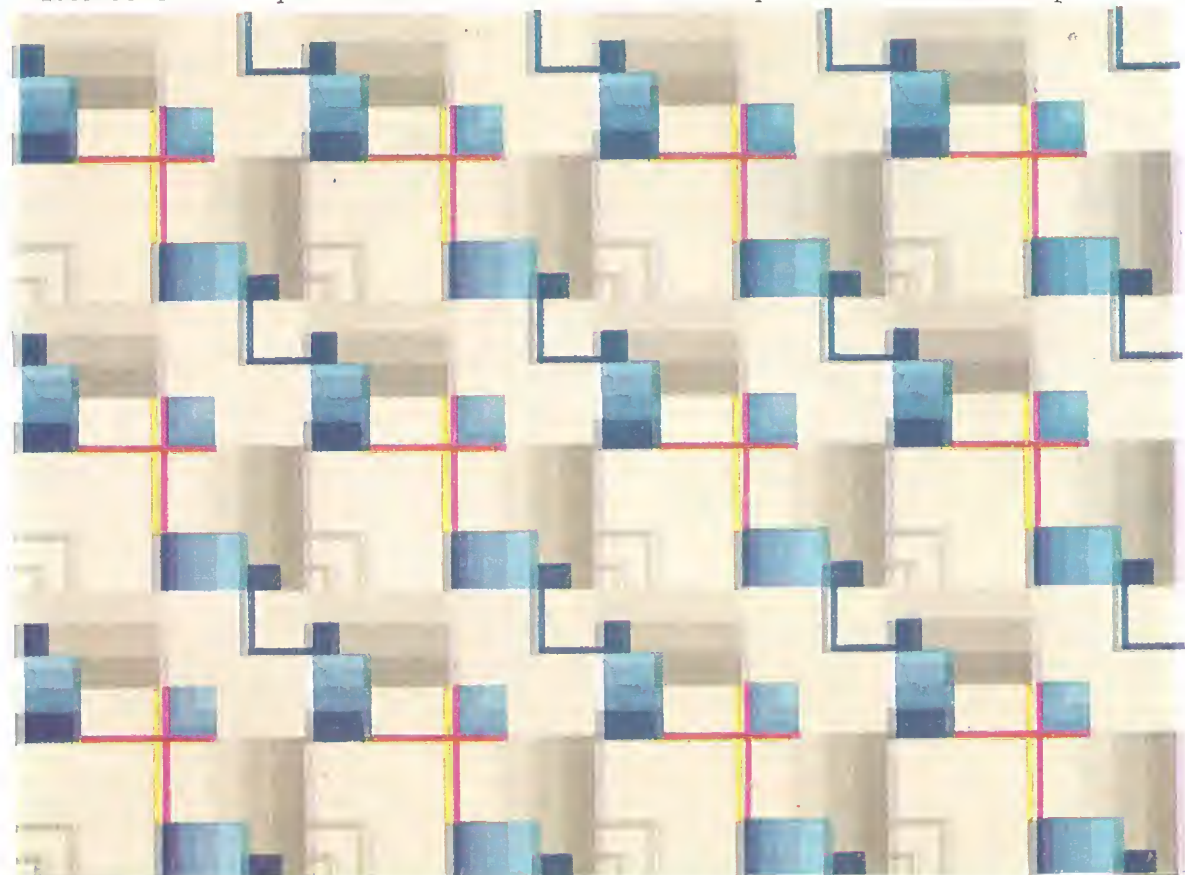
No. 3015

2 yds. wide, 8/4

No. 1015

3 yds. wide, 12/4

Repeat 9"



No. 3013

2 yds. wide, 8/4

No. 1013

3 yds. wide, 12/4

Repeat 9"

BIRD ARMORLITE



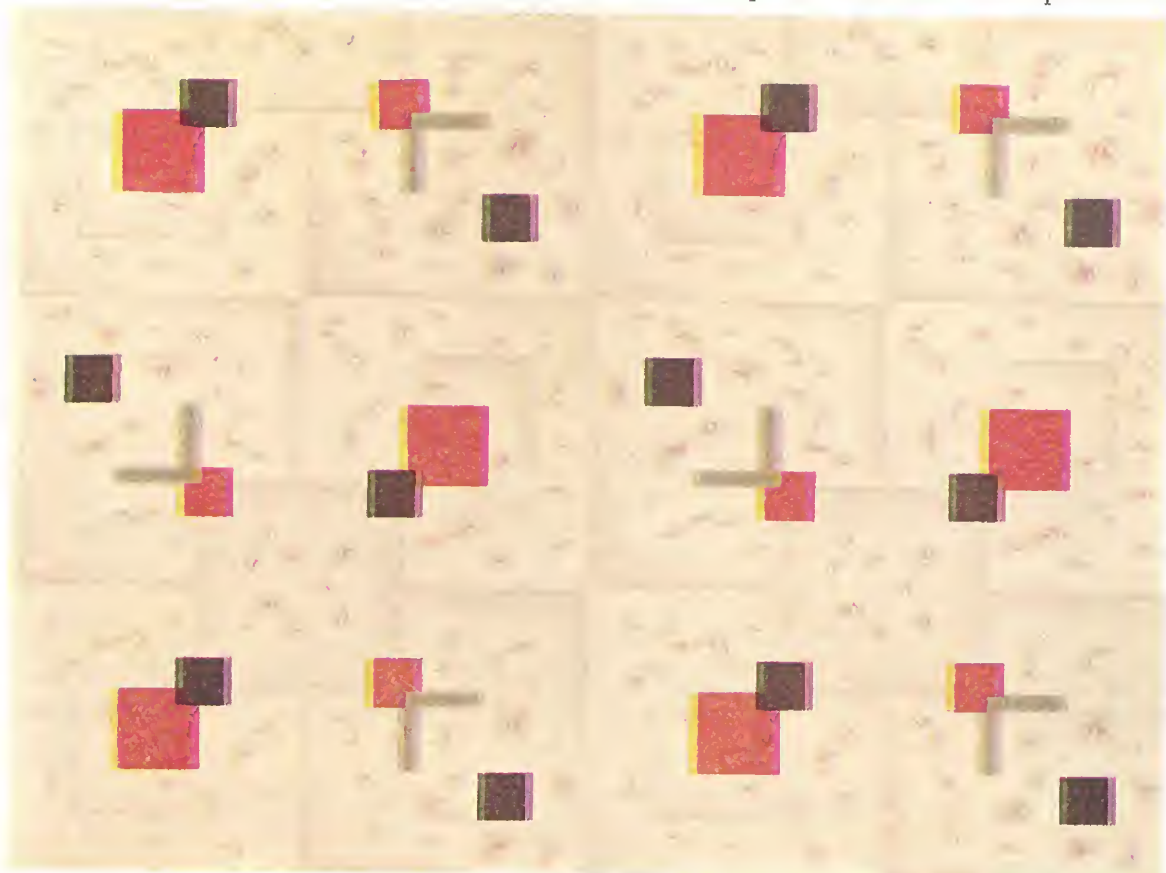
No. 3005

2 yds. wide, 8/4

No. 1005

3 yds. wide, 12/4

Repeat 18"



No. 3001

2 yds. wide, 8/4

No. 1001

3 yds. wide, 12/4

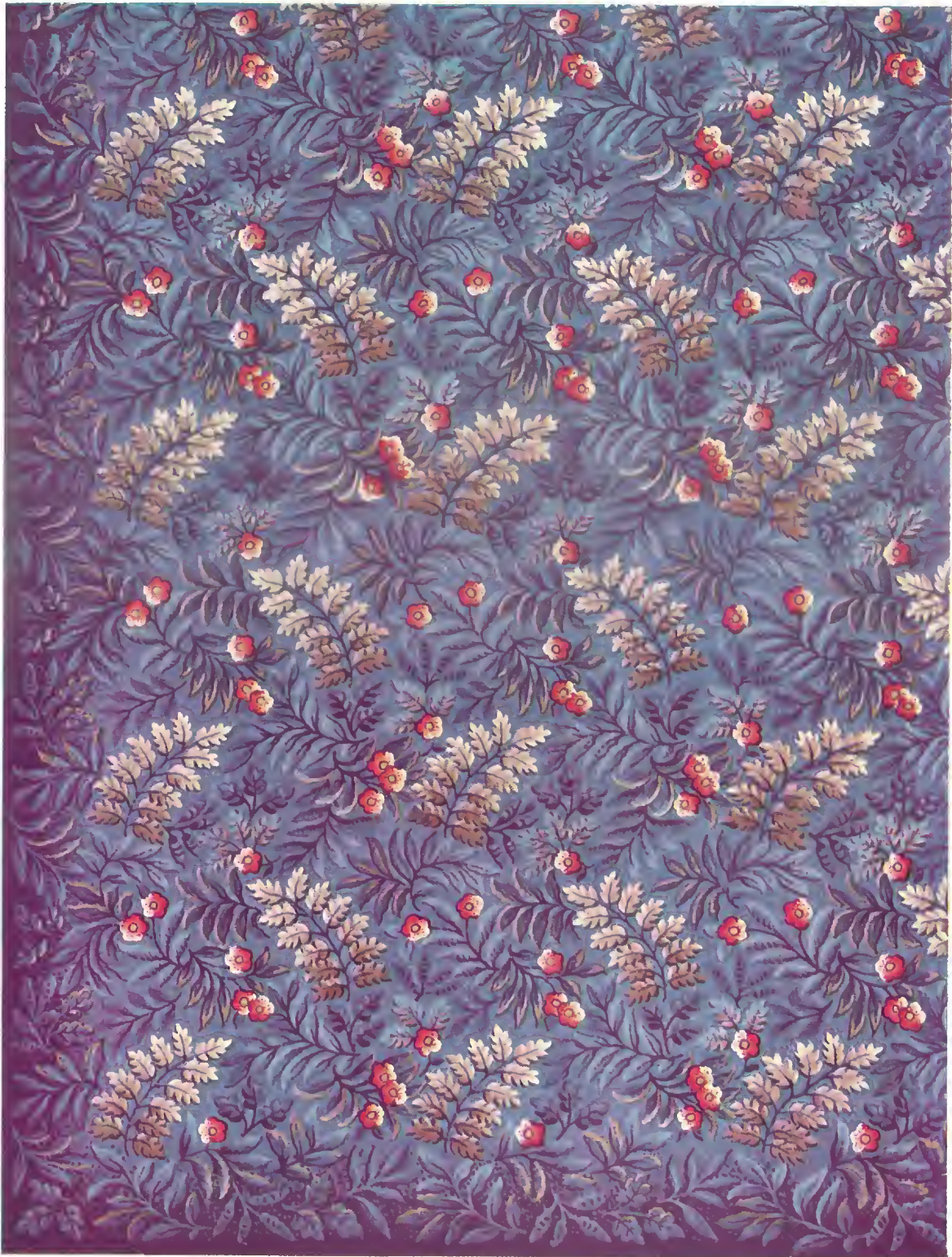
Repeat 18"



No. 2145

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

Repeat 18"



No. 2143

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

Repeat 18"



No. 2141

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

Repeat 18"

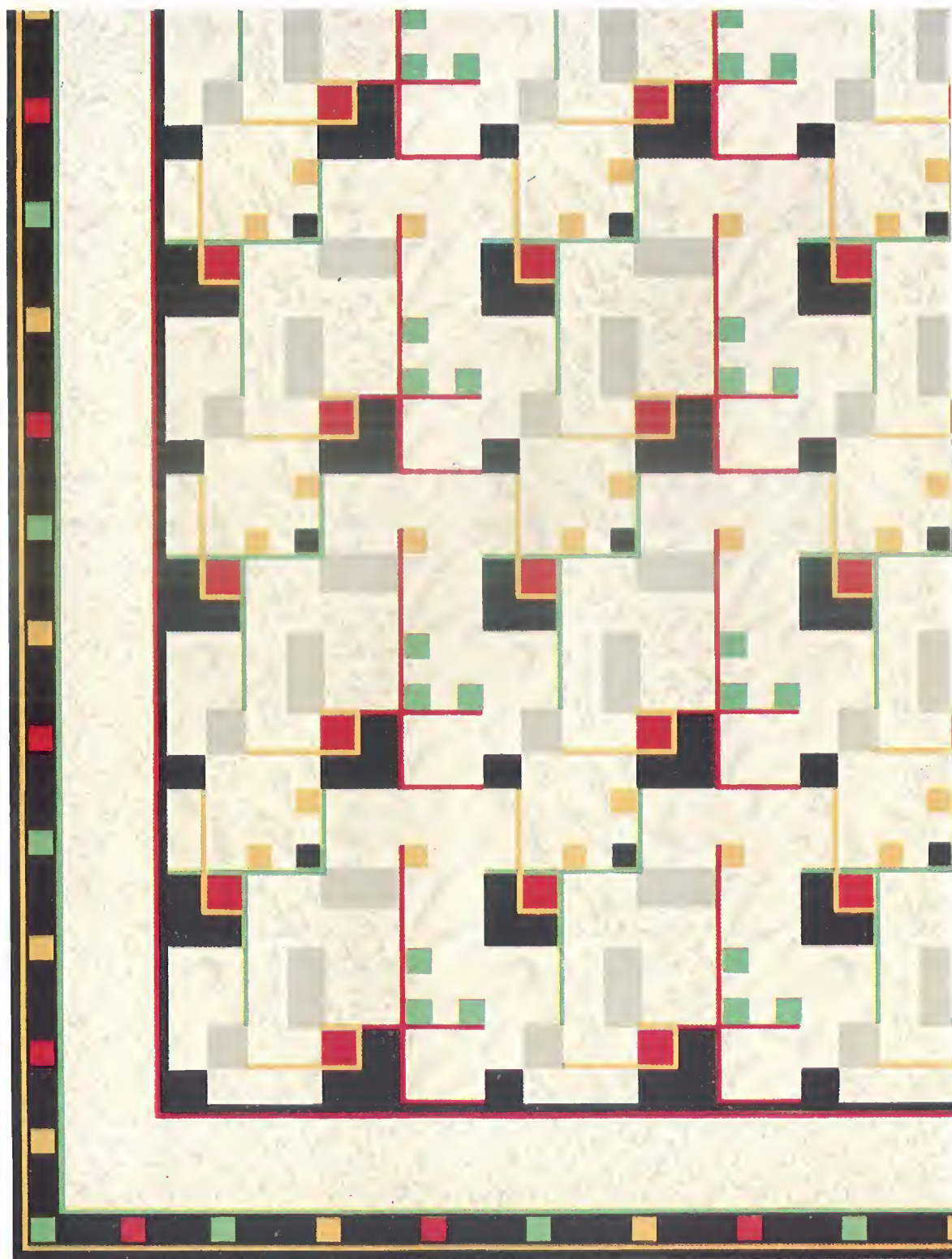


No. 2140

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

Repeat 18"

BIRD ECONOMY

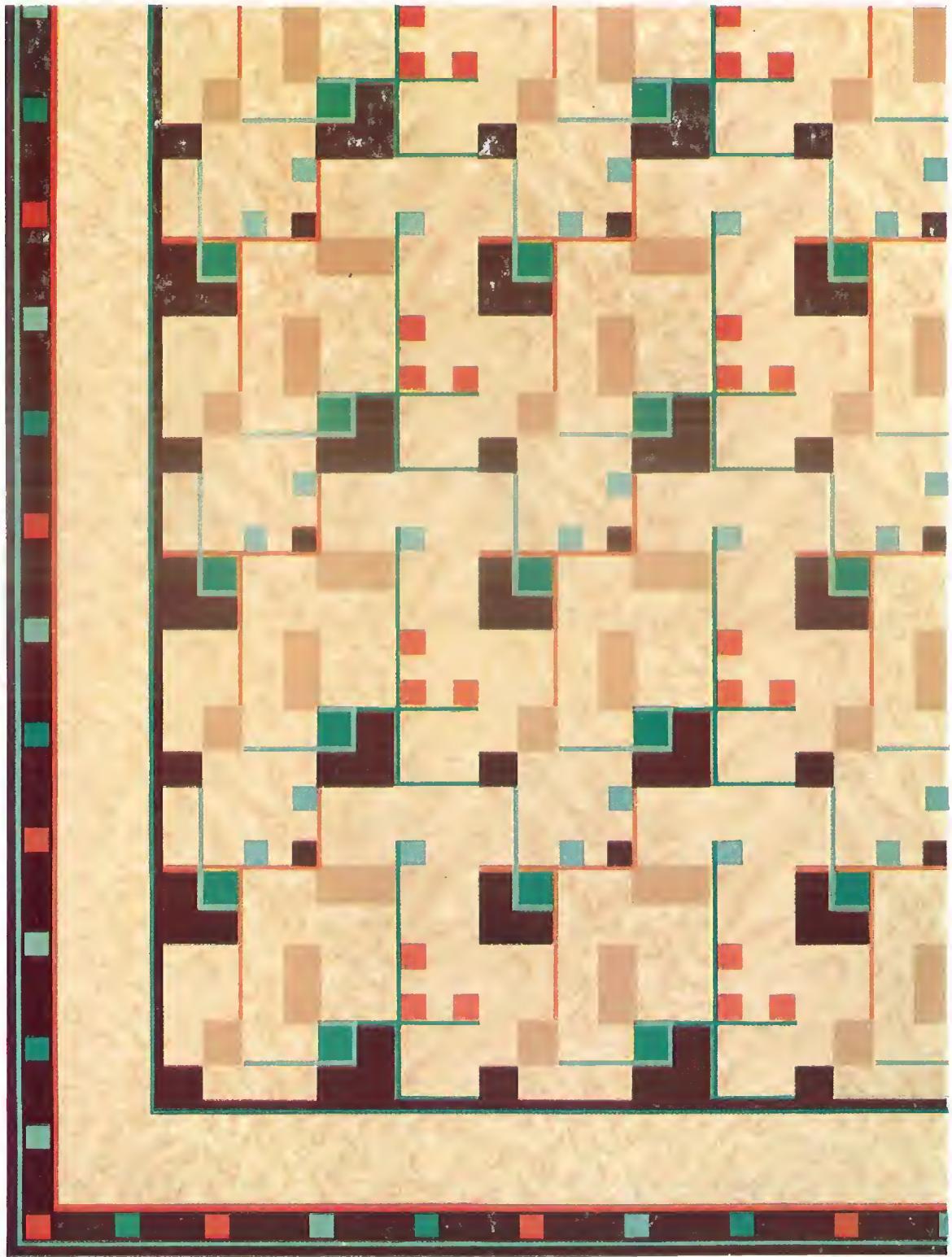


No. 2124

sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

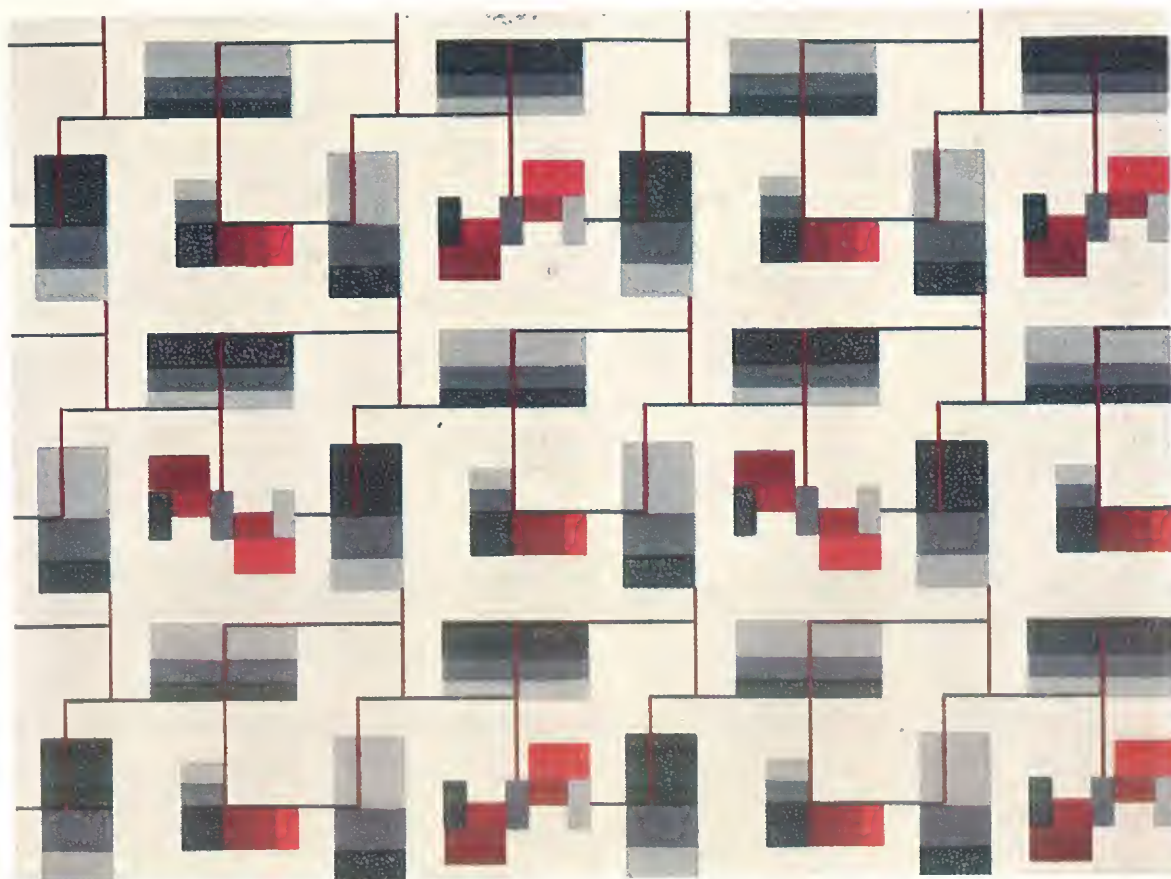
also 8/4 and 12/4

Repeat 18"



No. 2121 sizes: 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, also 8/4 and 12/4 Repeat 18"

BIRD ECONOMY



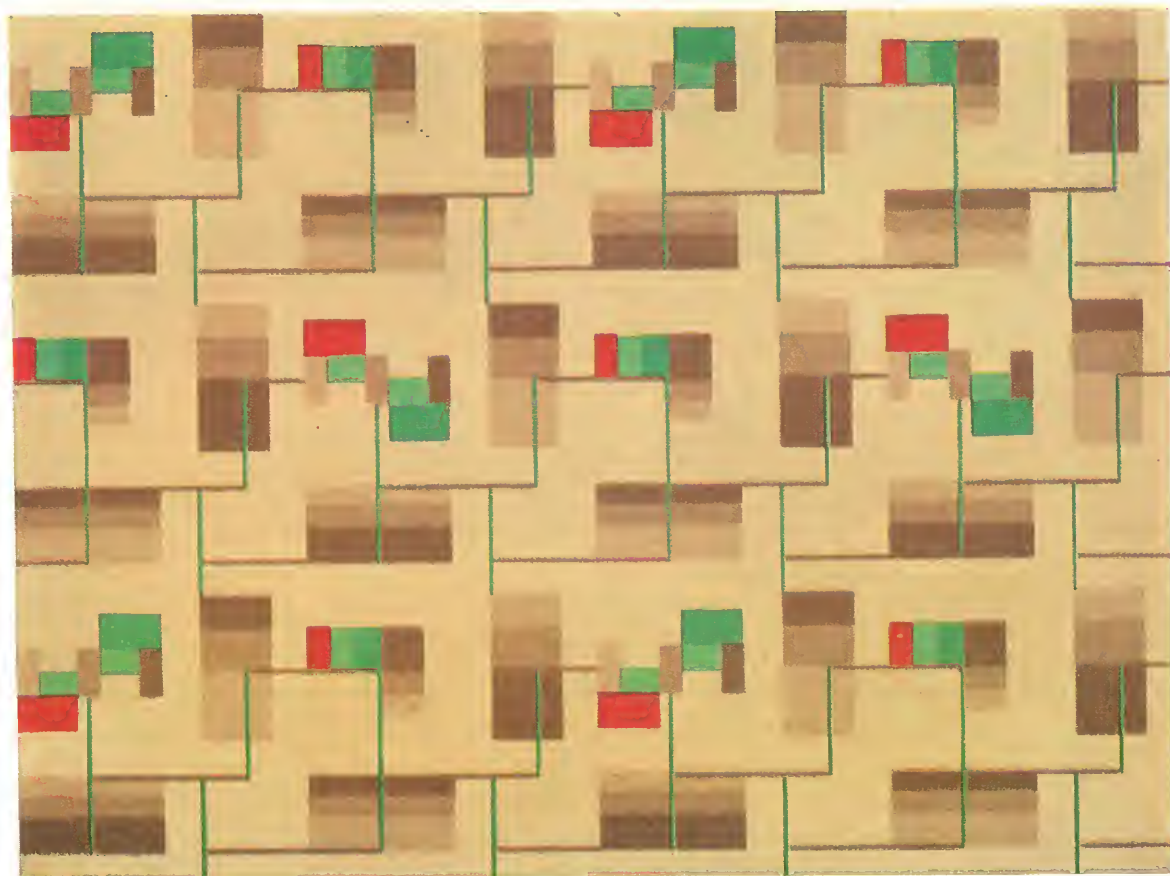
No. 4165

2 yds. wide, 8/4

No. 5165

3 yds. wide, 12/4

Repeat 18"



No. 4161

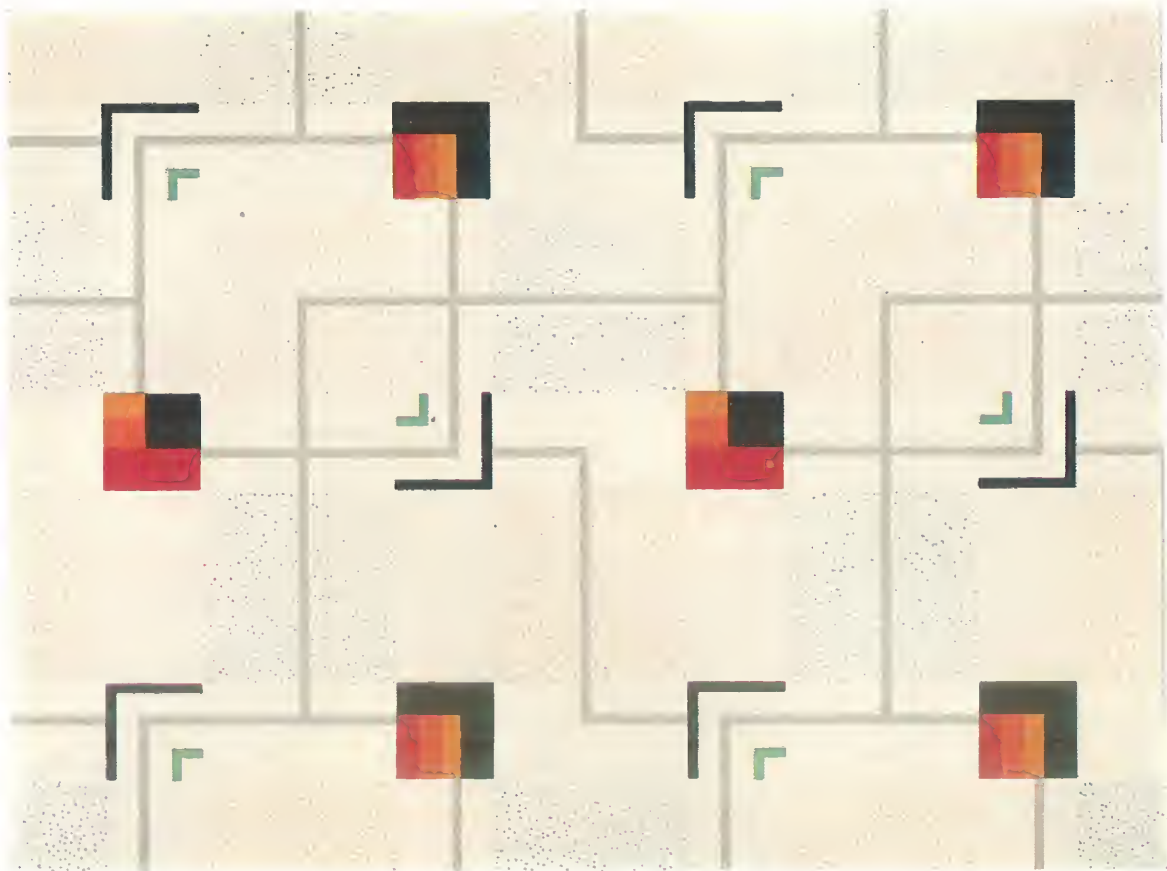
2 yds. wide, 8/4

No. 5161

3 yds. wide, 12/4

Repeat 18"

BIRD ECONOMY



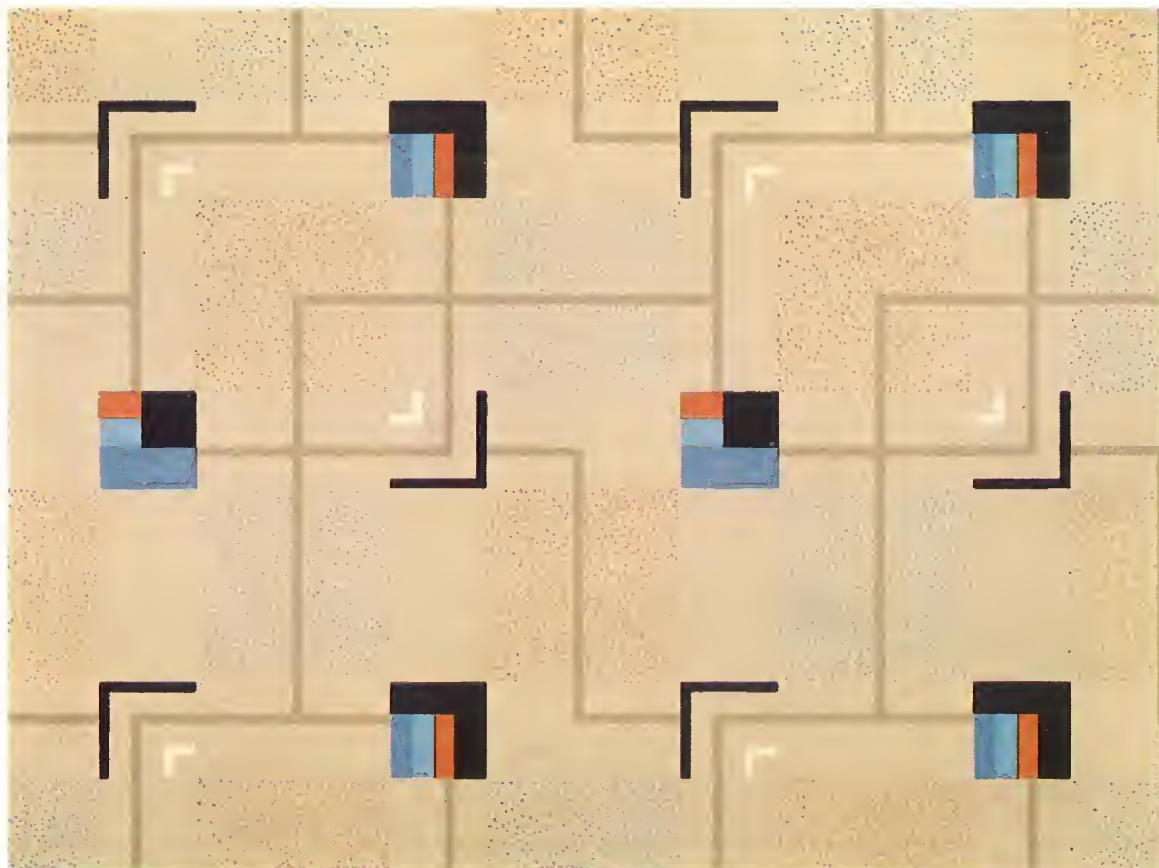
No. 4155

2 yds. wide, 8/4

No. 5155

3 yds. wide, 12/4

Repeat 18"



No. 4153

2 yds. wide, 8/4

No. 5153

3 yds. wide, 12/4

Repeat 18"

BIRD BORDERTONE . . . *the*



new, modern **COLOR-ful** rug border

BIRD BORDERTONE CREATES NEW CUSTOM- BUILT FLOOR EFFECTS AT NEW LOW COST.

Rug border now made into a brilliant modern decorating device. Between rug and wall, a border of soft, harmonious color. Instantly the room takes on a new character, a brilliance . . . walls and furnishings and floor . . . the whole room is re-created in crisp, sparkling, stimulating color.

Bird BORDERTONE, new rug border, comes in three appealing colors . . . woodtone, forest green and delft blue . . . self-toned in a pleasant texture pattern. Infinite possibilities in combinations of complementary or contrasting borders.

Bird BORDERTONE is just as effective for hall runners as for rug border. Its economy, harmonious colors and easy cleanability fit it for narrow areas as perfectly as its 36-inch width.

As a floor covering for display windows, BORDERTONE has all the advantages of the usual materials plus a choice of soft, bright colors.

And Bird BORDERTONE is an inexpensive way to resurface a table top . . . perfect smoothness and cleanability and deep, rich color.

Standard 36" width, 3 colors.



No. 160 36" wide

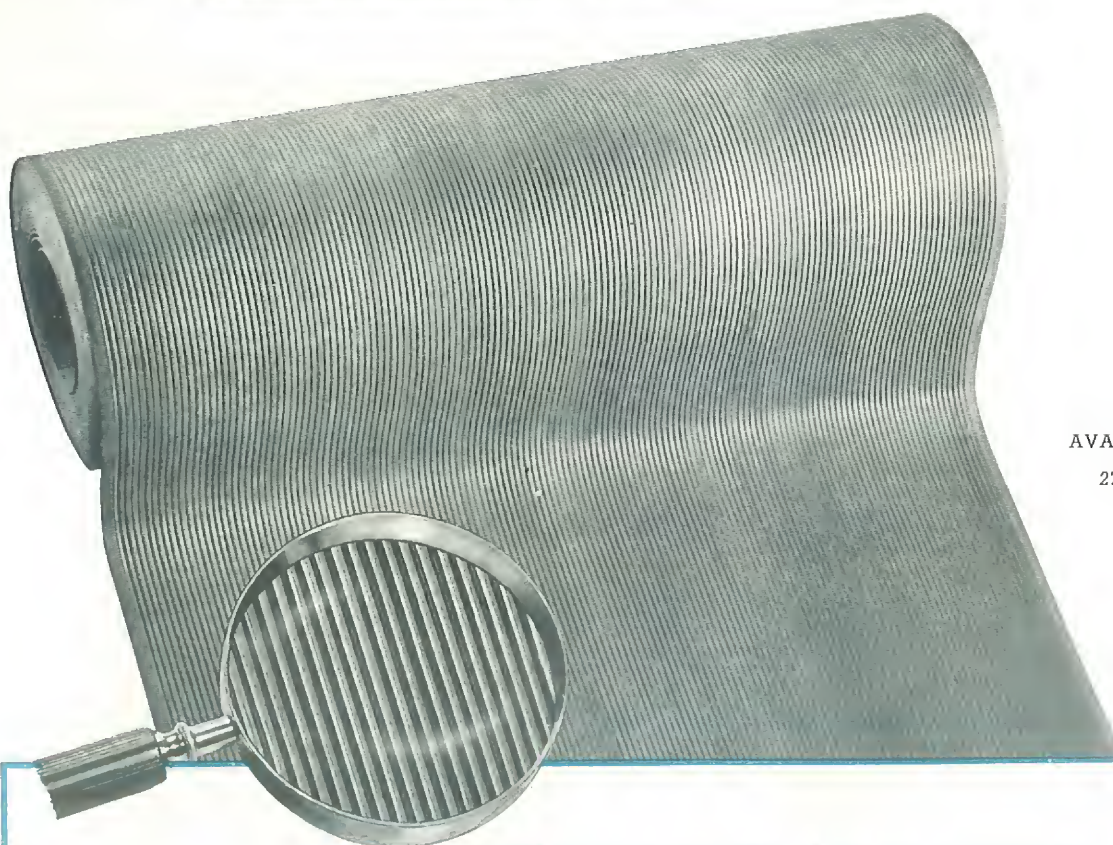


No. 161 36" wide



No. 163 36" wide

BIRD RUBBERLIKE



AVAILABLE IN TWO WIDTHS

27 inches and 36 inches

FOR TROUBLE SPOTS LIKE THESE

Splintered floors • Cracked, crumbling, dusting cement floors • noisy floors • dangerous floors • hard floors that increase fatigue.

NOT A SUBSTITUTE FOR RUBBER . . . but a supplementary floor covering, laboratory-designed for the purpose . . . with special advantages . . . just as with such laboratory-developed products as glass cloth, fibre board, soy bean plastics, etc.

RUBBERLIKE . . . is one of the new synthetic products that are making industrial history. Looks like rubber. Has the resilient tread of rubber under foot. Yet RUBBERLIKE costs a great deal less than rubber.

These heavy corrugations give extra resiliency. Oils and greases cannot harm RUBBERLIKE. Water doesn't make it slippery. Age does not rot it. Takes terrific punishment from heavy foot and wheel traffic. Adds years of extra life to floors at a cost of just a few cents a year. RUBBERLIKE lies perfectly flat. Yet it can be rolled up out of the way easily — and laid again just as easily. Ideal, therefore, either as temporary or permanent protection of floor areas.

CODE WORDS 1940 FALL PATTERNS

BIRD ARMORLITE RUGS

Patt. No.	9 x 15	9 x 12	9 x 10½	9 x 9	7½ x 9	6 x 9
6995	Brooch	Cross	Duffer	Frit	Gules	Hump
6993	Bromide	Cove	Dub	Frigate	Grum	Hummer
6991	Brocade	Cout	Ducat	Frigg	Gruff	History
6920	Brood	Cue	Dum	Frizz	Gull	Humus
6023	Bridle	Cousin	Dulse	Fright	Growl	Hisom
6021	Bridge	Court	Dude	Frigid	Grommet	Hiban

BIRD ECONOMY RUGS

Patt. No.	9 x 15	9 x 12	9 x 10½	9 x 9	7½ x 9	6 x 9
2145	Buttress	Curb	Dure	Frugal	Gutty	Hydrant
2143	Bunco	Charm	Durb	Froth	Gurgle	Hybrid
2141	Brumal	Chappy	Duram	Frolic	Gunar	Hyacinth
2140	Broth	Chap	Dune	Fritter	Gumma	Hurl
2124	Byron	Crusade	Dynam	Fumar	Gyne	Hydroid
2121	Buzz	Cyone	Dusk	Frozen	Guy	Hydrate

BIRD CHROMALIN FLOOR COVERING

Patt. No.	8/4	Patt. No.	12/4
666	Sulu	—	—
664	Sultry	—	—
663	Suffix	—	—
661	Suffolk	—	—
660	Syba	—	—
656	Switch	—	—
655	Swazi	—	—
653	Swagger	—	—
645	Swage	0645	Tyrian
643	Sutler	0643	Tutor
640	Surly	—	—

BIRD ARMORLITE FLOOR COVERING

Patt. No.	8/4	Patt. No.	12/4
3851	Surgy	—	—
3035	Surcoat	1035	Tuber
3031	Sura	1031	Tub
3030	Supper	—	—
3023	Sunset	1023	Trivet
3021	Sirloin	1021	Trojan
3015	Sino	1015	Trod
3013	Simbol	1013	Trigon
3005	Silab	1005	Trill
3001	Sifa	1001	Trippat

BIRD ECONOMY FLOOR COVERING

Patt. No.	8/4	Patt. No.	12/4
4165	Slug	5165	Twang
4161	Slope	5161	Tumus
4155	Slumber	5155	Tundra
4153	Slate	5153	Tungas

BIRD BORDERTONE

Patt. No.	36"
163	Army
161	Ant
160	Angel

